Attachment 6 – MSME Brief Business Questionnaire

Please take a moment to fill out this brief survey. It will require about 10 minutes of your time and will help the Social Fund for Development (SFD) improve our services to you. You will notice that nowhere do we ask for your name or the name of your business. This helps assure that the information you provide is kept confidential. Thank you.

1 PROFILE & BASELINE INFO

1.1 Location of Business (city or town):

1.2 Type of business:

Service ● Manufacturing ● Wholesale ● Retail ●

1.3 Industry:

1.4 Number of employees:

1.5 Approximate annual turnover (LE)**:**

1.6 Ownership: Male ● Female ● Male & Female ●

1.7 Age of owner(s): < 25 ● 26-40 ● 41-55 ● 56 > ●

1.8 What is the highest level of education you/owner(s) have completed?

Less than high school ●

High school or equivalent vocational school ●

University ●

University plus other degree (post graduate) ●

1.9 If you were to search for business services providers to help your business, such as SFD or other consultants and trainers, which sources would you most often use (check only <u>up to three</u> most important sources?

Newspaper advertisements ●
which .....

Business magazines ●
which .....

Television ●
which .....

- Radio
which .....

- Internet
which .....

- Other
which .....

2 BUSINESS DEVELOPMENT SERVICES

2.2 Have you received any training from any source? If yes, indicate below who provided the training and then rate how you think your business has improved. Please use a scale from 1 to 3, where: 1=did not clearly benefit my business or me, 2=benefitted me some but probably not my business much, 3=clearly benefitted me and my business.

Topic	Training Provider	Rating
Business Planning or Feasibility Study		
Business Development/Strategy		
Leadership		
Marketing, Promotion, Sales (including Market Research)		
Accounting, Audit, Finance and Taxation		
Information Technology (Computer Hardware and Software, Data Maintenance)		
Occupational Safety and Protection		
Legal/Regulatory		
Production Methods/Technology/Operations (for agriculture this would include improved growing methods)		
Quality Assurance Methods		
Adoption of International Standards		
Management (for Personnel, Marketing,		

Distribution/Logistics, Finance, etc.)		
Other (please specify)		
Other (please specify)		

2.3 Select <u>up to five additional services from the list below</u> you think you will need to help run your business better then rate them according to importance with <u>1</u>=least needed, <u>2</u>=somewhat needed or <u>3</u>=most needed and check the box to the right if you would be willing to pay for this service:

Topic	**Rating (1-3)**	**Would you pay for it? (√)**
Business planning	....	●
Strategic planning/strategic development	....	●
Leadership	....	●
Finance and bookkeeping	....	●
Product/service development	....	●
Production	....	●
Quality control	....	●
Logistics management	....	●
Market Research	....	●
Marketing	....	●
Sales, including customer care	....	●
Distribution	....	●
Public relations	....	●
International standards	....	●
Quality assurance systems	....	●
Information Technology	....	●
Human Resource Management	....	●

Taxation	....	●
Procurement	....	●
Foreign language	....	●
Any others? (please specify)	....	●

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3 BUSINESS SUPPORT ORGANIZATIONS

3.1 Which if any Social Fund for Development (SFD) services have you used in the past (please write the types or names of SFD services used below)?

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3.2 If you have used any SFD services, can you see any clear, positive outcomes or impact to your business <u>directly resulting from the help you received from SFD</u>, such as:

- **Increased sales** **Approximately how much?.....%**
- **Lower costs** **Approximately how much?.....%**
- **New customers** **Approximately how much?.....%**
- **Fewer customer complaints** **Approximately how much?.....%**
- **Improved access to market information** **What kind?.....**
- **More exports** **Approximately how much?.....%**
- **Happier and more productive employees**
- **Adoption of international standards** **What kind?.....**

- **More efficient production processes What kind?.....**

- **Other……**

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3.3 What <u>one or two things</u> would you like to see SFD do to provide better assistance to your business to develop and grow?

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